

# KYUNGMIN (BRAD) LEE

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## RESEARCH INTEREST

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Marketplace operations, digital platform, revenue management, mechanism design, privacy  
Methodology: data-driven analysis, analytical model, optimization, spatial analysis, machine learning

## EDUCATION

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**Boston University Questrom School of Business** Boston, MA  
Ph.D. in Management 2015 - 2020  
(Concentration: Information Systems & Operations and Technology Management)

- Dissertation: “*Essays on Spatial and Behavioral Analytics for Platform Design*”  
- Finalist ***Elwood S. Buffa Doctoral Dissertation Award***, 2021 Decision Sciences Institute.
- Committee: Dr. Nitin Joglekar (chair), Dr. Marshall Van Alstyne, Dr. Marcus Bellamy

**Boston University Questrom School of Business** Boston, MA  
M.S. in Mathematical Finance (with High Honors) 2013

**Purdue University School of Engineering** West Lafayette, IN  
B.S. in Industrial Engineering (with Distinction) 2010

## ACADEMIC EMPLOYMENT

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**American University, Kogod School of Business** Washington, DC  
Research Assistant Professor May 2021 - Present  
Postdoctoral Fellow (Robust Analytics Lab) Aug 2020 - April 2021

## JOURNAL PUBLICATION

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Joglekar, N., Anderson, E.G., **Lee, K.**, Parker, G., Settanni, E., & Srari, J.S. (2022). Configuration of Digital and Physical Infrastructure Platforms: Private and Public Perspectives, *Production and Operations Management*.

**Lee, K.**, Bellamy, M., & Joglekar, N. (2022). Distributed Service with Proximal Capacity and Pricing on a Two-sided Sharing Economy Platform. **Accepted** at *Journal of Operations Management*.

## PAPERS UNDER REVIEW

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**Lee, K.**, Zhang, N., & Xu, H. Granularity Matters: The Operational Implications of Displayed Rating Scale in Online Marketplaces. Under review at *Management Science*.

Chung, M., **Lee, K.**, Cho, S., & Malhotra, M. Impact of Information Search Cost of User-Generated Videos on Digital Marketplace Matching. **Reject and Resubmit** at *Production and Operations Management*.

## WORKING PAPERS

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**Lee, K.**, Bellamy, M., & Joglekar, N. Adventuring to Peak Price or Avoiding the Chase? Relocation Bias and System Performance in a Ride-sharing Platform Ecosystem. In preparation for submission to *Production and Operations Management*.

**Lee, K.**, Joglekar, N., & Van Alstyne, M. Optimism by Design: How Platforms Trade Quality for Availability. In preparation for submission to *Management Science*.

Lee, K. & Joglekar, N. Platform as Complements. Work in progress.

Lee, K., Zhang, N., & Xu, H. Price Discrimination and Targeted Advertisement in Two-Sided Markets. Work in progress.

## REFEREED CONFERENCE PROCEEDINGS

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Lee, K., Joglekar, N., & Van Alstyne, M. (2019). Network Attraction: Quality vs. Availability in Two Sided Markets. *Proceedings of the 30th Workshop on Information Systems and Economics (WISE), Ludwig-Maximilians University*

Lee, K., Bellamy, M., Jiang, S., Wilson, C., & Joglekar, N. (2019). Surge Pricing on a Service Platform under Spatial Spillovers: Evidence from Uber. *Academy of Management Proceedings Vol. 2019, No. 1*

Lee, K., Chen, L., Wilson, C., & Joglekar, N. (2017). Shared Capacity Spillover Associated with Surge Pricing: Evidence from Ubers Operation. *Proceedings of the 22nd MSOM Conference, University of North Carolina*

## TEACHING EXPERIENCE

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**Instructor**, Boston University Questrom School of Business

- Core Operations Management (Undergraduate) Spring 2019  
Instructor Evaluation - 4.3/5.0 (Total 37 students)

**Guest Lecture**, American University Kogod School of Business

- Cybersecurity Governance (Undergraduate, Graduate) Fall 2021

**Visiting Instructor**, Woosong University JWKim College of Future Studies

- Introduction to Management Theory (Doctorate) Spring 2021
- Operations Management (Graduate) Summer 2022

**Teaching Assistant**, Boston University Questrom School of Business

- Core Operations Management (Undergraduate) Spring 2018
- Platform Strategy for Business (MOOC Online Course - Total 8,613 students) Fall 2017  
BUx: QD505x on www.edx.com
- Platform Strategy (MBA) Spring 2017
- Lean Six Sigma (Undergraduate, MBA) Spring 2014, Fall 2014
- Core Operations Management (MBA) Fall 2014
- MBA Asian Field Seminar (MBA) Summer 2014
- Global Supply Chain Management (Undergraduate) Spring 2013

## PROFESSIONAL WORK EXPERIENCE

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**Lee and Associate Management Consulting Group, LLC** Boston, MA  
*Senior Research Consultant* 2013 - 2015

- Provided consulting in operational (supply chain) and financial strategy to innovative tech startups.
- Developed CSR metrics in their supply chain that link with its financial performance.
- Initiated and coordinated 2013 Boston CSR Annual Forum, dedicated to sharing knowledge of corporate social responsibility activities among academic and industry experts.

**Synchrony Capital** Boston, MA  
*Quantitative Research Analyst* 2012 - 2013

- Adjusted and validated investment models to seek growth stocks in the technology industry sector.
- Built and back-tested a sentiment-based trading model that identified investment opportunities.
- Analyzed annual reports to classify firms' operational strengths and weaknesses.

**Woori Bank** Seoul, Korea  
*Commercial Banking* 2011

- Analyzed current investment schemes and communicated with clients regarding the investments.

**Hyundai Engineering and Construction** Seoul, Korea  
*Project Management Intern* 2009

- Maintained over 50 construction fields regarding projected cost and schedule.

## AWARDS AND HONORS

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Finalist Elwood Buffa Doctoral Dissertation Award; Decision Sciences Institute	2021
Questrom Ph.D. Fellowship; Boston University	2015 - 2020
Daewoo Scholarship; Boston University	2015 - 2016
Jeremy & Edith Weinstein Merit-Based Scholarship; Purdue University	2009 - 2010

## CONFERENCE PRESENTATION

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Joglekar, N., Anderson, E.G., **Lee, K.**, Parker, G., Settanni, E., & Srari, J.S., "Configuration of Digital and Physical Infrastructure Platforms: Private and Public Perspectives," POMS Annual Meeting, Online, 2022

**Lee, K.**, Zhang, N., & Xu, H., Granularity Matters: The Operational Implications of Displayed Rating Scale, MISQ Virtual Author Development Workshop, 2021

**Lee, K.**, Zhang, N., & Xu, H., Granularity Matters: The Operational Implications of Displayed Rating Scale, POMS Annual Meeting, Online, 2021

**Lee, K.**, Joglekar, N., & Van Alstyne, M., Network Attraction: Quality vs. Availability in Two-sided Markets, WISE, Munich, Germany, 2019

**Lee, K.**, Joglekar, N., & Van Alstyne, M., Network Attraction: Quality vs. Availability in Two-sided Markets, INFORMS Annual Meeting, Seattle, WA, 2019

**Lee, K.** Bellamy, M., Jiang, S., Wilson, C., & Joglekar, N., Surge Pricing under Spatial Spillovers: Evidence from Ubers Operation, AOM Annual Meeting, Boston, MA, 2019

**Lee, K.** and Joglekar, N., Impact of Quality Bias on Two-Sided Platforms, POMS Annual Meeting, Washington, DC, 2019

**Lee, K.**, Bellamy, M., Jiang, S., Wilson, C., & Joglekar, N., Surge Pricing under Spatial Spillovers: Evidence from Ubers Operation, INFORMS Annual Meeting, Phoenix, AZ, 2018

**Lee, K.**, Bellamy, M., Jiang, S., Wilson, C., & Joglekar, N., Surge Pricing under Spatial Spillovers: Evidence from Ubers Operation, POMS Annual Meeting, Houston, TX, 2018

**Lee, K.**, Chen, L., Wilson, C., & Joglekar, N., Shared Capacity Spillover Associated with Surge Pricing: Evidence from Ubers Operation, MSOM Annual Meeting, Chapel Hill, NC, 2017

Lee, K. and Joglekar, N., Flexible Uberization: Managing On-Demand Service with Limited Self-Scheduled Agents, DSI Annual Meeting, Austin, TX, 2016

## SERVICE ACTIVITIES

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Session (panel discussion) chair at POMS online annual meeting 2022	2022
Reviewer at AOM annual meeting 2021	2021
President of Boston University Korean Graduate Student Associate (BU KGSA)	2017-2018
Volunteer at POMS annual meeting Orlando, FL	2016
Finance and operations consulting services at Pauline Books & Media Publishing House	2014
Organizer of a community service called M-Concert	2013-2015
Member of Purdue Quantitative Finance Club	2010
Squad leader in the Republic of Korea Army (ROKA)	2003-2005

## RESEARCH COLLABORATION EXPOSURE

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<b>Industrial Mathematics Workshop and Clinic 2017 (NSF funded)</b>	Minneapolis, MN
<ul style="list-style-type: none"><li>• Formulated the real problems that firms have and brainstormed ways to approach the issues with industry professionals</li><li>• Collaborated with peer researchers to build research projects based on the problems</li></ul>	
<b>Behavioral Operations Management Summer Institute 2019</b>	Ann Arbor, MI
<ul style="list-style-type: none"><li>• Intensively discussed topics in behavioral operations and sought opportunities to improve the current research and to develop new research agenda</li></ul>	

## PROFESSIONAL AFFILIATIONS

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The Institute for Operations Research and the Management Sciences (INFORMS)  
Productions and Operations Management Society (POMS)  
Decision Sciences Institute (DSI)  
Academy of Management (AOM)  
Beta Gamma Sigma Business Honor Society

## REFERENCES

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**Prof. Nitin Joglekar**  
Operations and Technology Management  
Questrom School of Business  
Boston University  
[joglekar@bu.edu](mailto:joglekar@bu.edu)

**Prof. Nan Zhang**  
Management  
Warrington College of Business  
University of Florida  
[zhang.nan@ufl.edu](mailto:zhang.nan@ufl.edu)

**Prof. Heng Xu**  
Information Technology and Analytics  
Kogod School of Business  
American University  
[xu@american.edu](mailto:xu@american.edu)